

**SYSTEM AND APPARATUS FOR LINKING MULTIPLE REWARDS
PROGRAMS TO PROMOTE THE PURCHASE OF SPECIFIC
PRODUCT MIXES**

ABSTRACT OF THE DISCLOSURE

A method and system for linking multiple pre-existing reward programs is disclosed. The method includes receiving information about a first pre-existing reward program for a first product, where the first reward program provides for a first reward, and receiving information about a second pre-existing reward program for a second product, wherein the second reward program provides a second reward. A combination reward program is provided, and the combination reward program provides a combination reward that is greater than each of the first reward and the second reward.

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